

This study of the New York City market was made during 1942 and 1943. Four New York newspapers participated: The Times, The News, The Mirror, and the Journal-American. This is the third cooperative study made of New York City. Earlier analyses were made in 1924 and in 1933. The purpose of this book is to provide usable information on the market, in convenient form.

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SURVEY DISTRICTS

In the present study, the city was divided into 116 neighborhood areas termed survey districts. Manhattan has 24 districts; Bronx 20; Brooklyn 28; Queens 35; and Richmond 9.

There have been some changes in district boundaries from the previous study based on the 1930 Census. Reasons for the changes are:

First, to coordinate survey district boundaries with census tract boundaries. Only 13 census tracts are split by survey district boundaries in this study.

Second, to include areas which were without residential population ten years ago but which have since built up.

Third, to add two new districts—Queens 34 and 35—in the rapidly developing section of eastern Queens.

Source: All district tabular material is from census tract data of the United States Census, 1940. Actual rentals and estimated family expenditures are both shown in this study. Owned homes were reduced to a rental basis, on the assumption that the average market value of a home is one hundred times its monthly rent. Rent was assumed to be 18 per cent of total family expenditure at the \$150 level and above, and to represent 20 per cent of the total under \$150.

FIELD WORK

Field work was done on a census tract basis. In the previous study, based on the 1930 Census, field work was done only for those census tracts where the census showed wide fluctuations in rentals and the value of owned homes. In the current study, each of the 3,072 populated census tracts was covered by research workers from the newspapers cooperating in the study. District maps were colored to conform to six rental groups, in accordance with the distribution of known rentals by census tracts.

Wherever there was any question as

to the rental group in which a dwelling belonged, the classification was determined by personal interviews with owners, occupants, or real estate agents. We have endeavored by check and recheck to make the job as accurate as possible. We do not claim perfection, but we believe this is the most authoritative market analysis ever made for New York City.

WHITE AREAS

In a few instances there are areas shown in white which have been developed into residential neighborhoods since the 1940 Census. Forest Hills, District 11, Queens, is a case. Many apartment buildings north of Queens Boulevard were not occupied at the time the census was taken. Another case in which tabulated figures miss much of the population is District 13, Bronx, where the bulk of Parkchester was occupied after the census date. No attempt has been made to include in this study changes subsequent to the 1940 Census.

FAMILY INCOME

Green is the predominating color, indicating rentals of \$30 to \$50 per month and estimated family incomes of \$1,800 to \$2,999 per year. District data show a breakdown of families in the \$30 to \$39 rental group and in the \$40 to \$49 group. But it was found impracticable to show this differentiation in color because so frequently it was due only to variations in size of apartments within the same building. In buildings where three and four-room apartments rented for \$30 to \$40 a month, apartments of five or more rooms rented for \$40 to \$49.

WORLD WAR II INFLUENCE

The analysis does not reflect the upward swing of incomes that developed with the war. And use of the median expenditures for our colors makes the study lean to the conservative side.

New York City Market Analysis



SOURCES AND METHODS

COLORS

On each map page, opposite the tabular material on rentals and family expenditures, will be found color keys for maps. If no color is shown opposite any particular family expenditure bracket, it is because the group was too small or scattered to be predominant in any one area. For every survey district, however, the total number of rentals in each group is shown in the tables, even though the group is not shown in color on the map.

INCOMES LOWER

This study pictures New York City family incomes as being considerably below those of 1930, as they were in almost all American cities. In 1930, rentals given to the Census Bureau were based upon leases signed in the fall of 1929, or earlier—before the market crash. They were generally inflated. Rentals and estimated incomes are both shown in this study. In previous studies, only the latter were shown.

MEDIANS

Medians and arithmetic averages are shown for each survey district. The median is the middle item in any series. We believe it is more representative than the average because it is not unduly weighted by either the high items at one end of the series, or the low items at the other end.

MAPS

District maps are from maps furnished by the City Planning Commission. The base map is copyrighted by the City of New York and must not be reproduced without its permission. Individual maps may be reproduced only with the written permission of all four newspapers cooperating in the Market Analysis.